

PRESS RELEASE

WorldCast Group Expands With A New Office In Malaysia

Bordeaux, France, January 2020 (for immediate release) - WorldCast Group, specialized in the design, development, and commercialization of innovative solutions for media, broadcast, and IIoT, announces the opening of a new office in Kuala Lumpur, Malaysia.

The group, composed of two companies, WorldCast Systems and CONNECT, chose Kuala Lumpur for its strategic and central location, ideal for providing customers and partners in the Asian market with the best local service.

« For several years now, we've had a sales representative in India and, with an increasing number of opportunities presented to us in Asia, especially China, Japan, Korea, and Southeast Asia, we are enthusiastic about establishing this new office in the region » Christophe Poulain, Co-President of WorldCast group.

The office opens its doors mid-January 2020 with the arrival of Victor Bidot, Regional Sales Manager, and Bastien Bahuet as Presales Engineer. This expansion consolidates the group's worldwide presence, which now generates 85% of its turnover from exports.

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About WorldCast Group

WorldCast Group is a global player in professional media and Industrial Internet of Things, with a deep expertise in Radio & TV. The group is made up of two companies, WorldCast Systems and WorldCast Connect (CONNECT), complementary in their expertise and their added value. Headquartered in Bordeaux, France, the group employs around 100 people worldwide, with an R&D center in Northern Ireland and sales offices in the UK, the US, and Malaysia.

About WorldCast Systems

WorldCast Systems, is an industry veteran with over 60 years of experience engineering advanced radio and tv solutions for large network operators, regulation authorities, and media content providers. The company's expertise covers the entire broadcast chain from field contribution to audio transmission, RDS encoding, signal monitoring, measurement, and telemetry.

About CONNECT

CONNECT, established in 2017, is a software technology company that develops and commercializes Enterprise Monitoring & Control software serving media, broadcast, and connected industries.

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